

Fig. 1

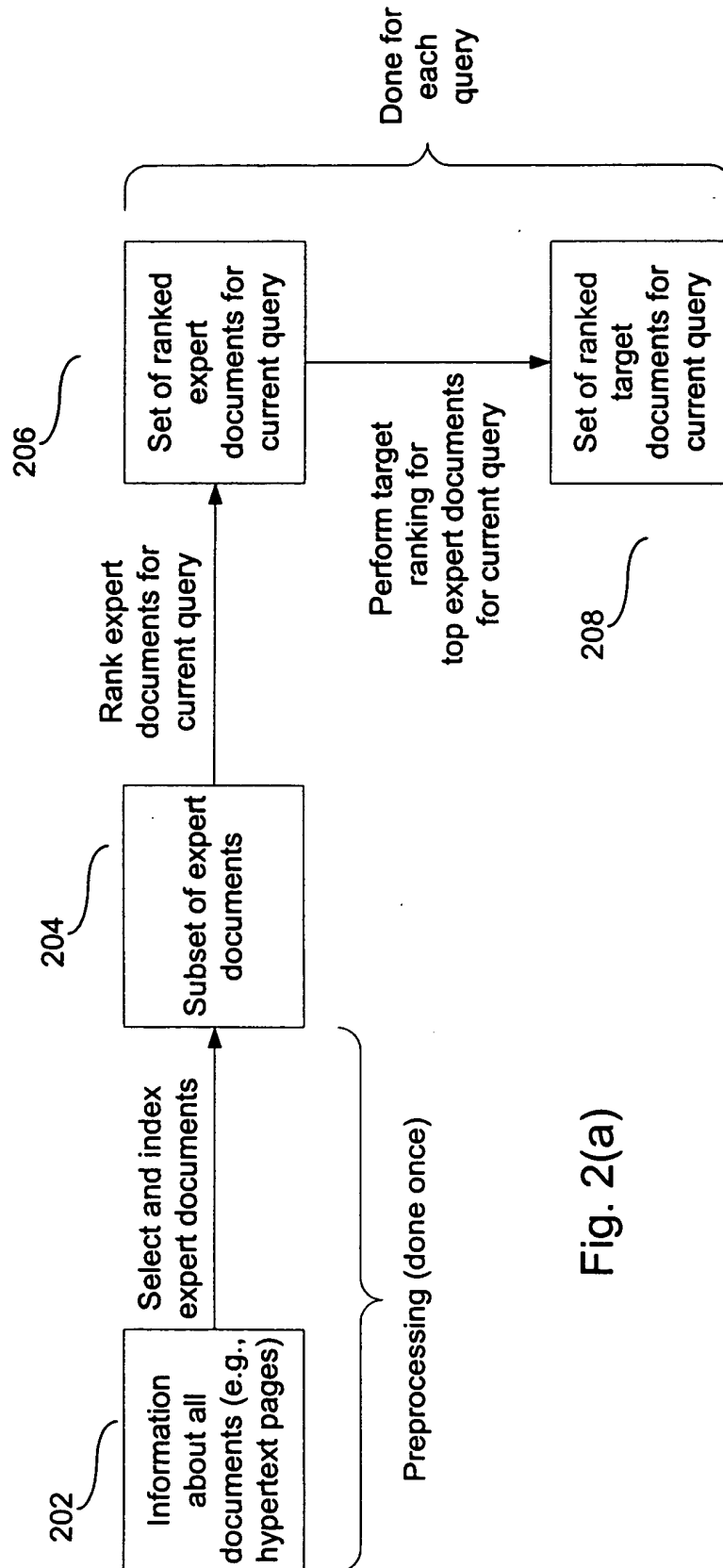
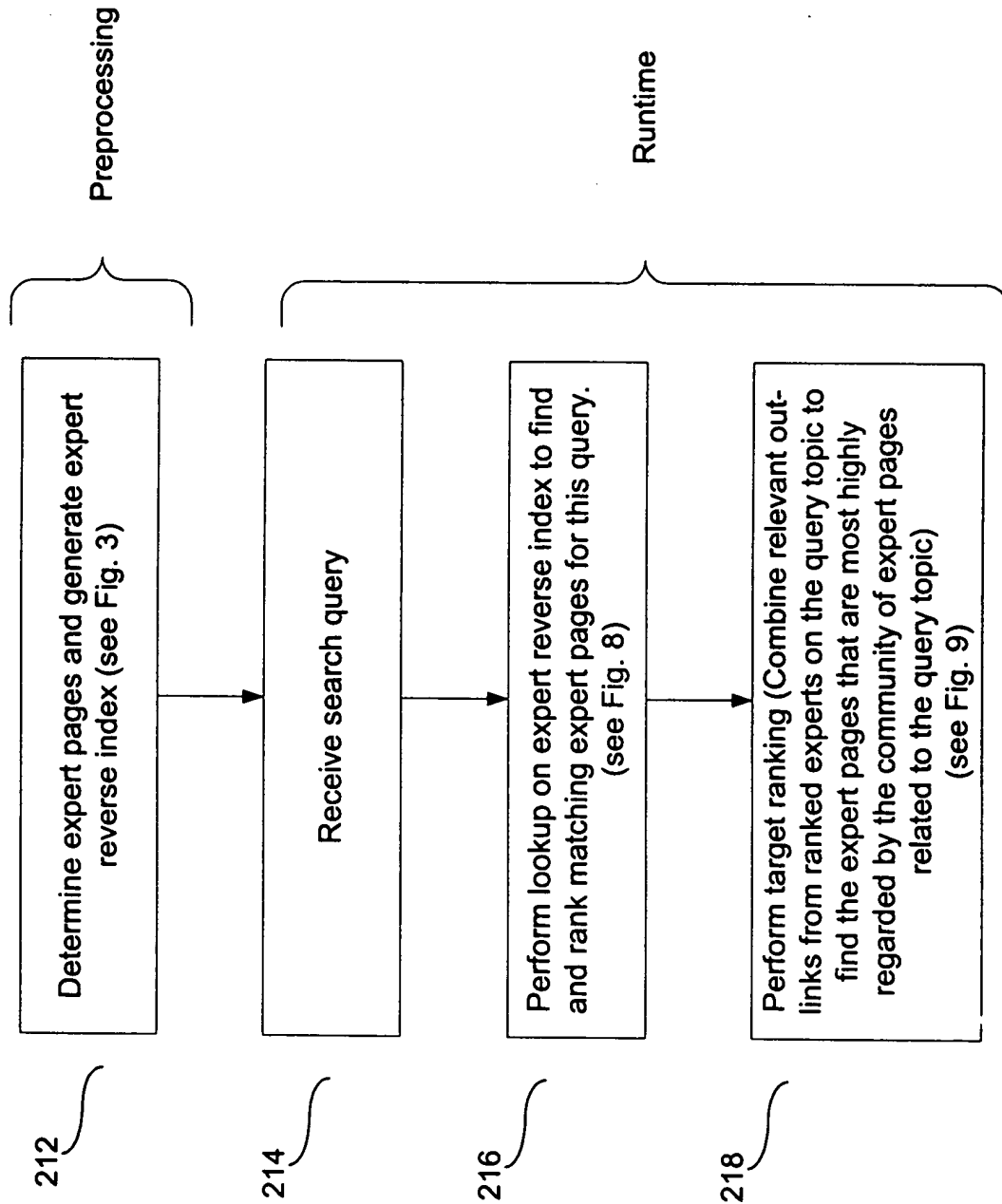
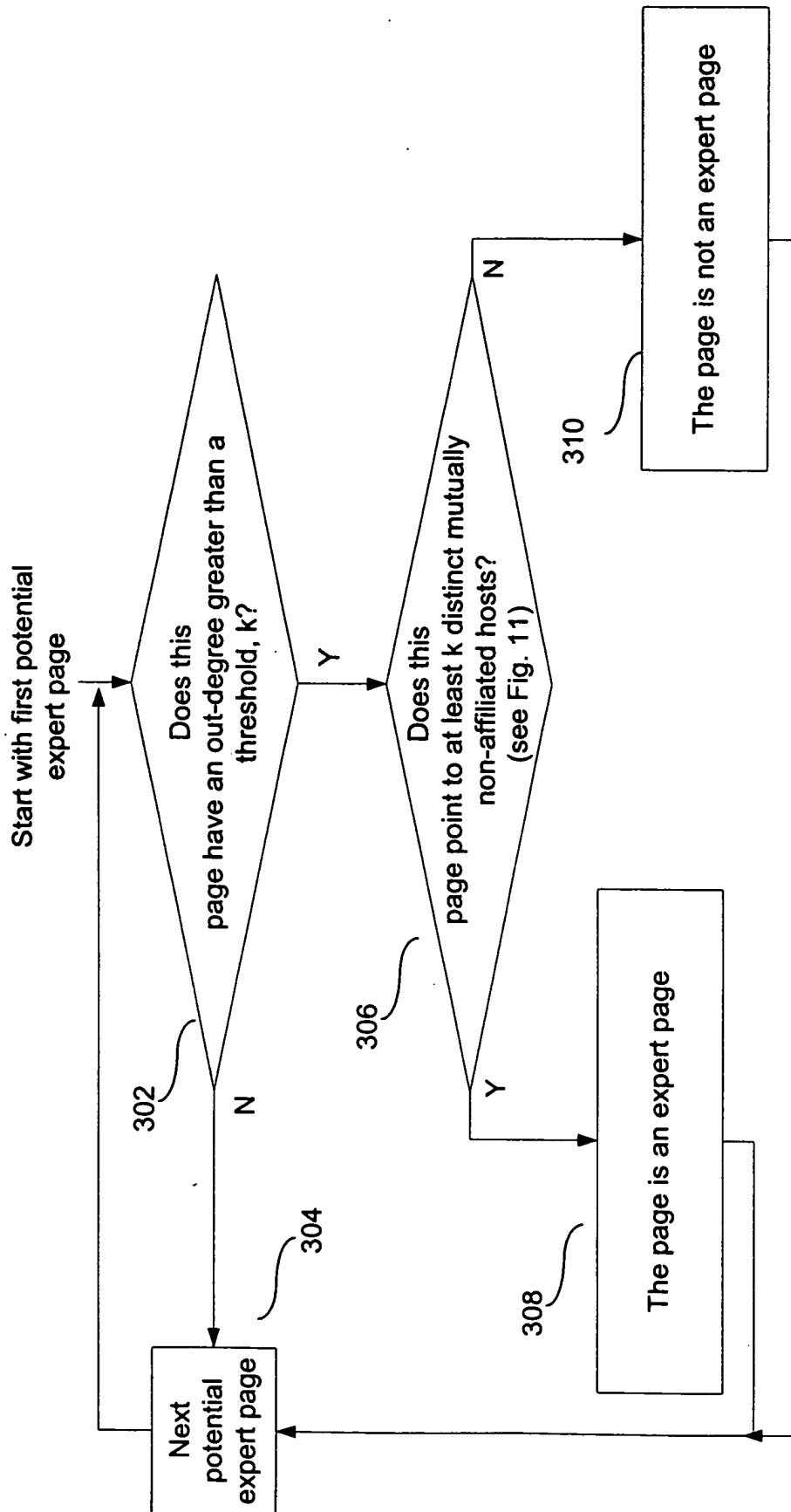


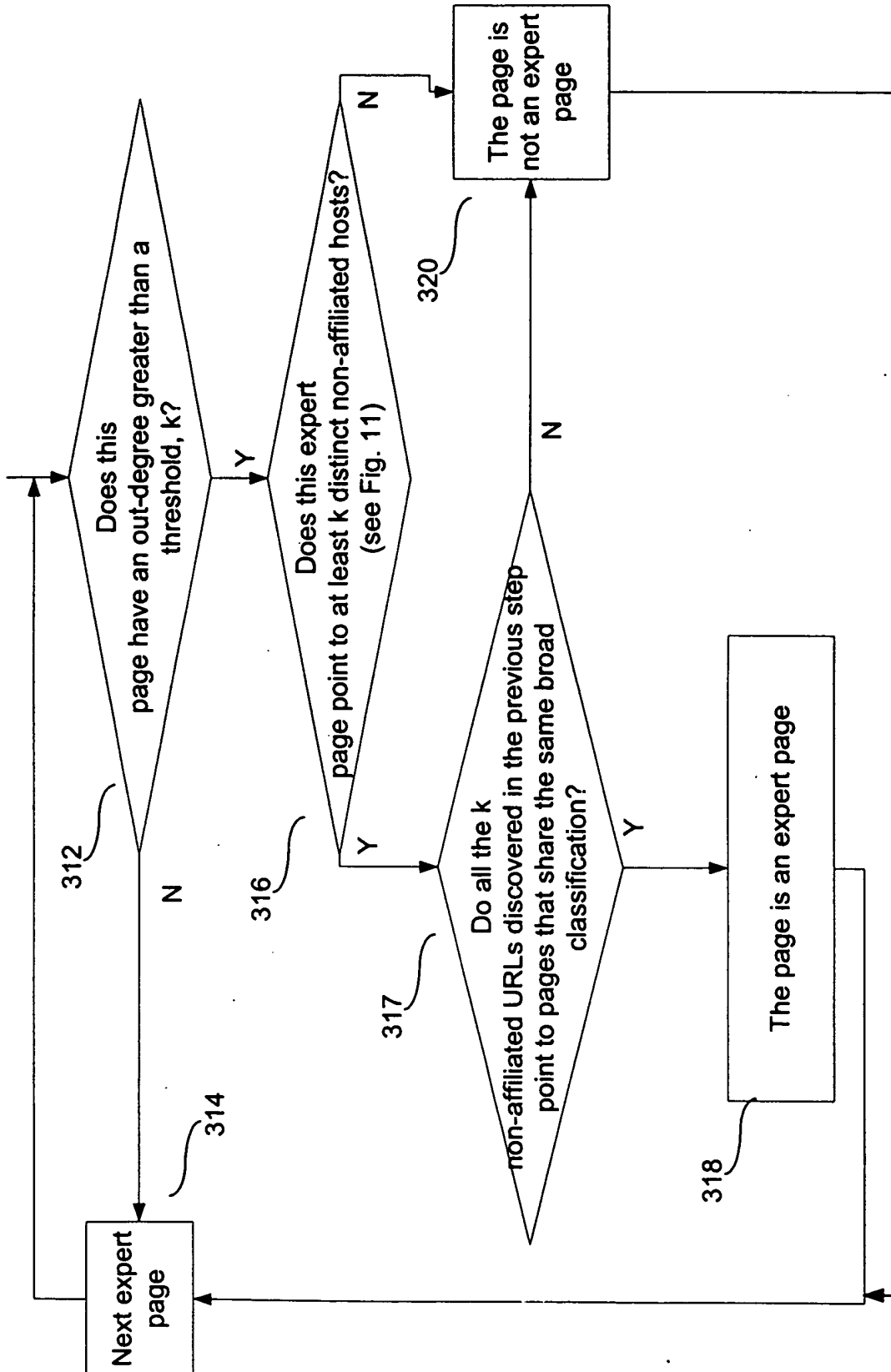
Fig. 2(a)



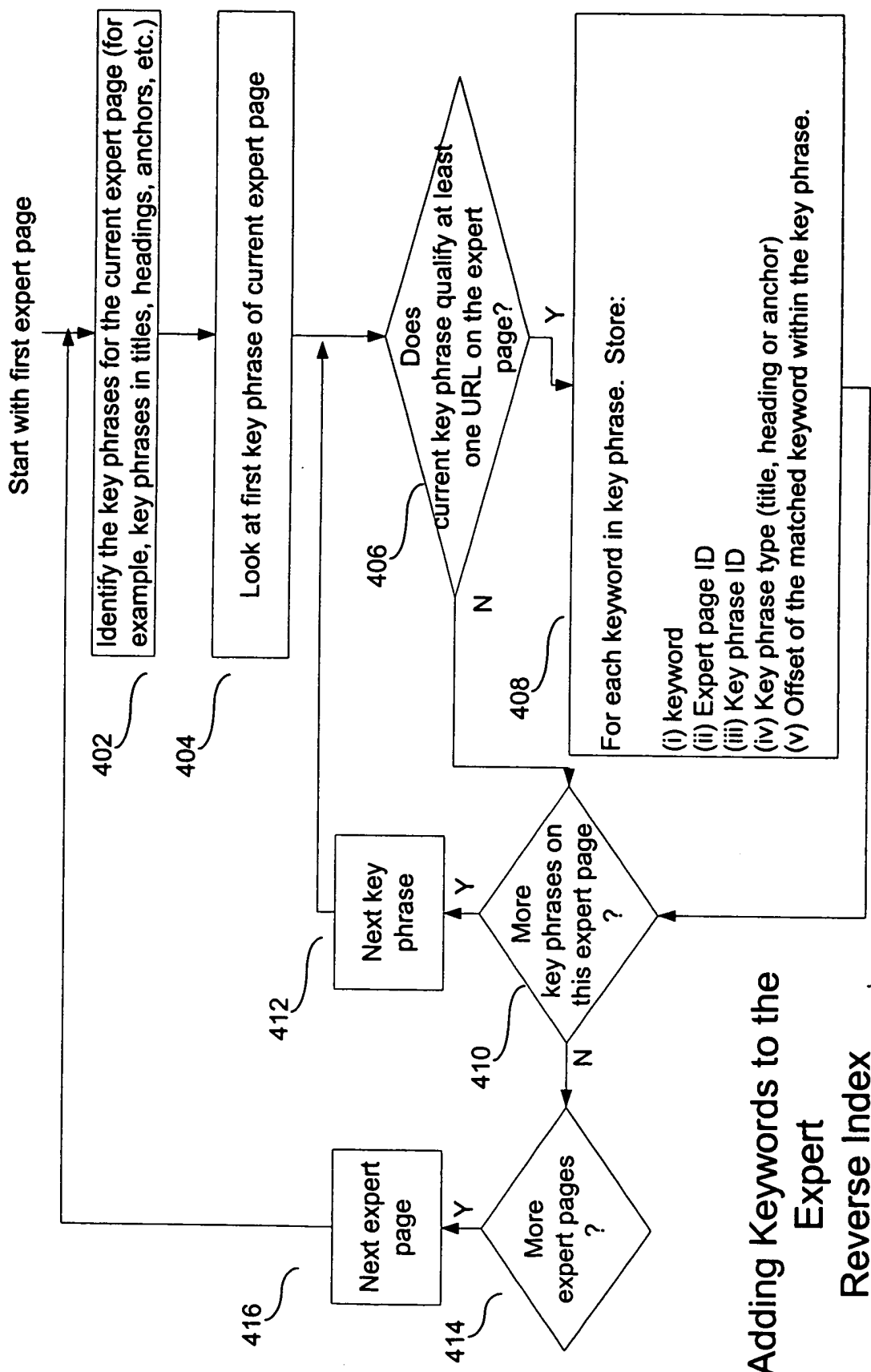
Responding to a Search Query
Fig. 2(b)



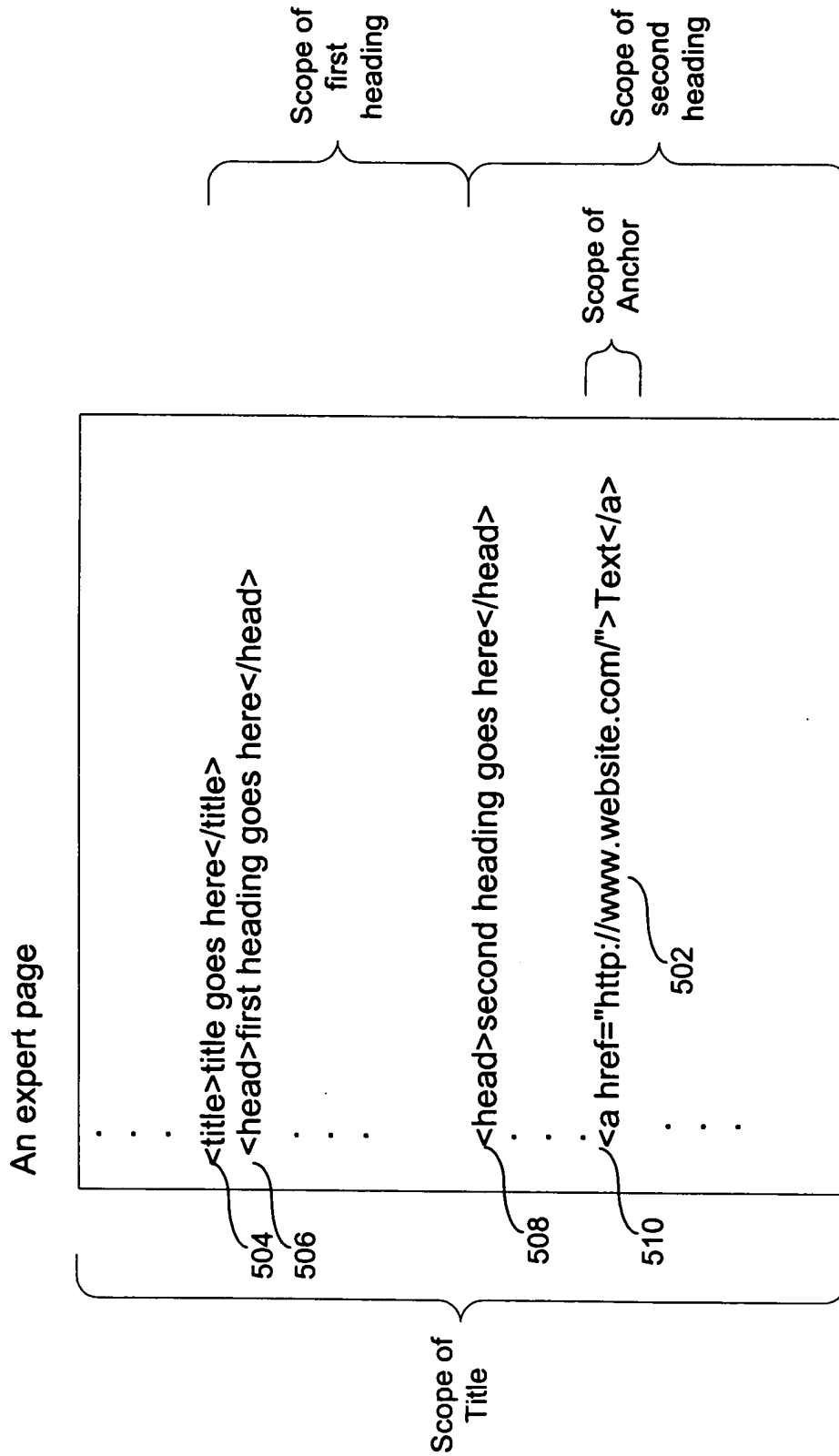
Determining Expert Pages
Fig. 3(a)



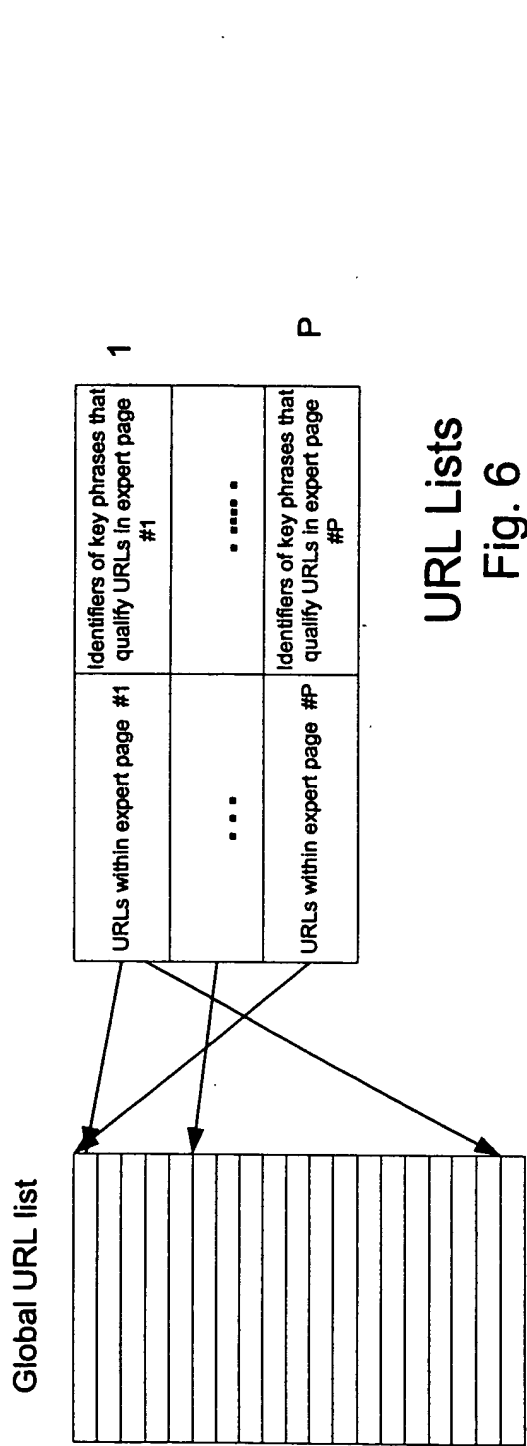
Determining Expert Pages
Fig. 3(b)



Adding Keywords to the
 Expert
 Reverse Index
 Fig. 4



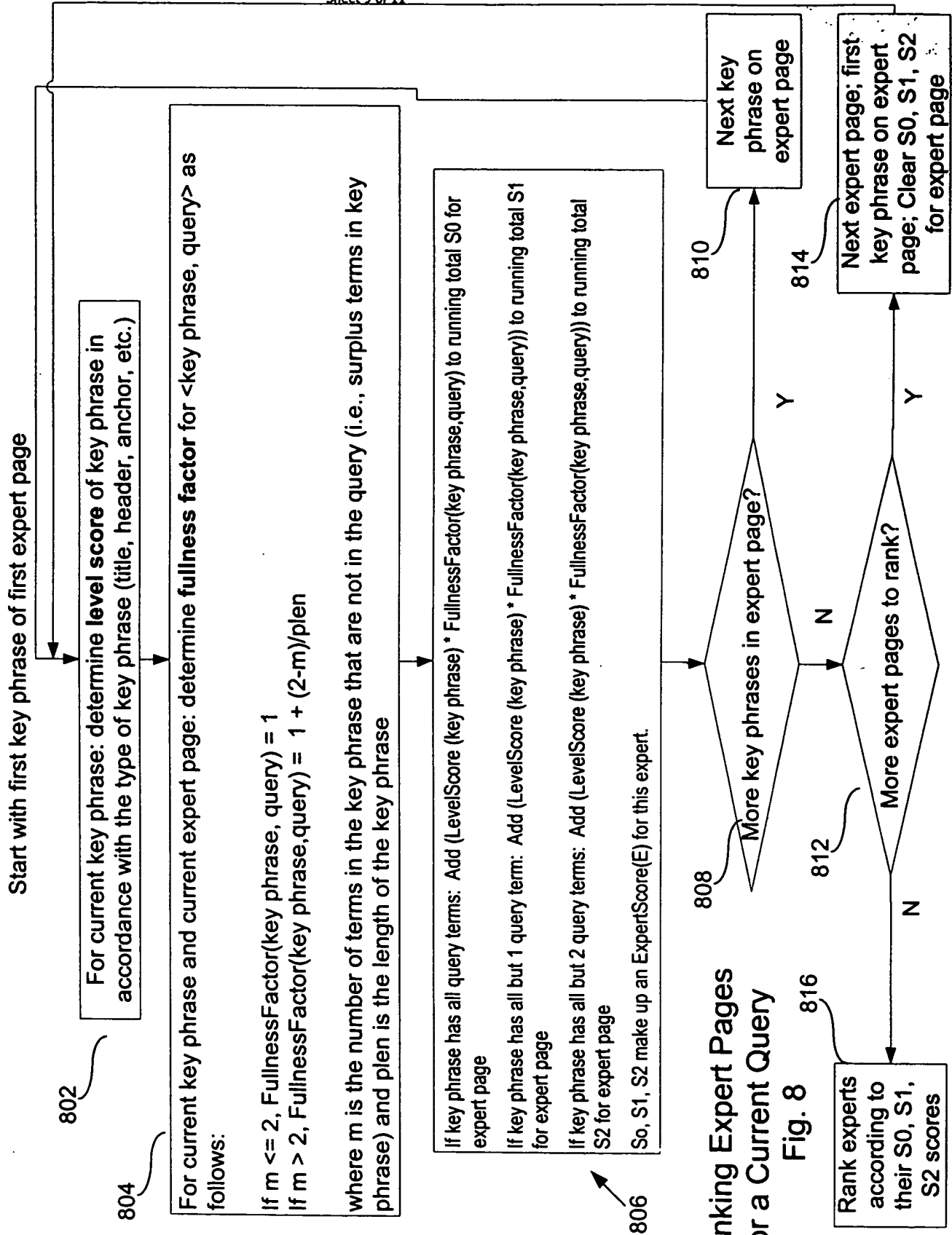
Scope of Key Phrases
(URLs in scope of a key phrase are "qualified" by the key phrase)
Fig. 5

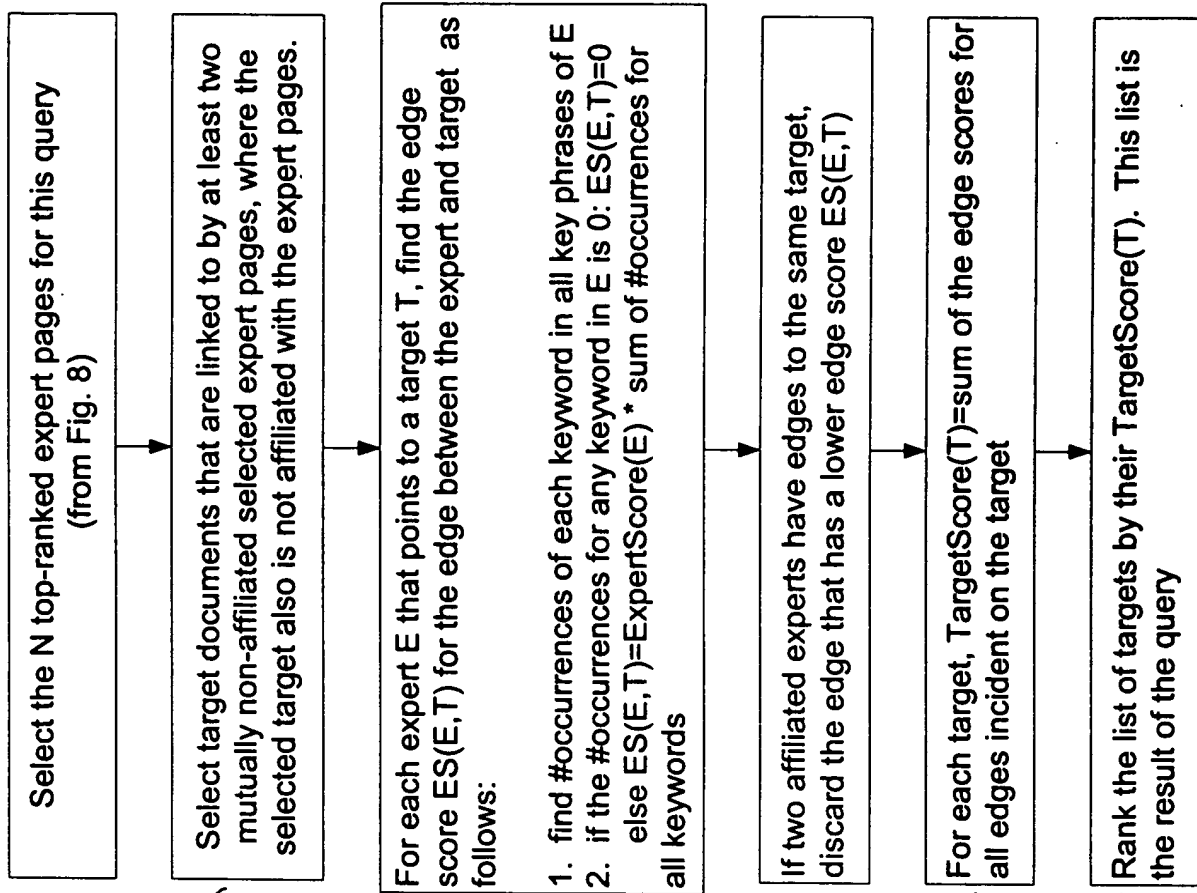


URL Lists
Fig. 6

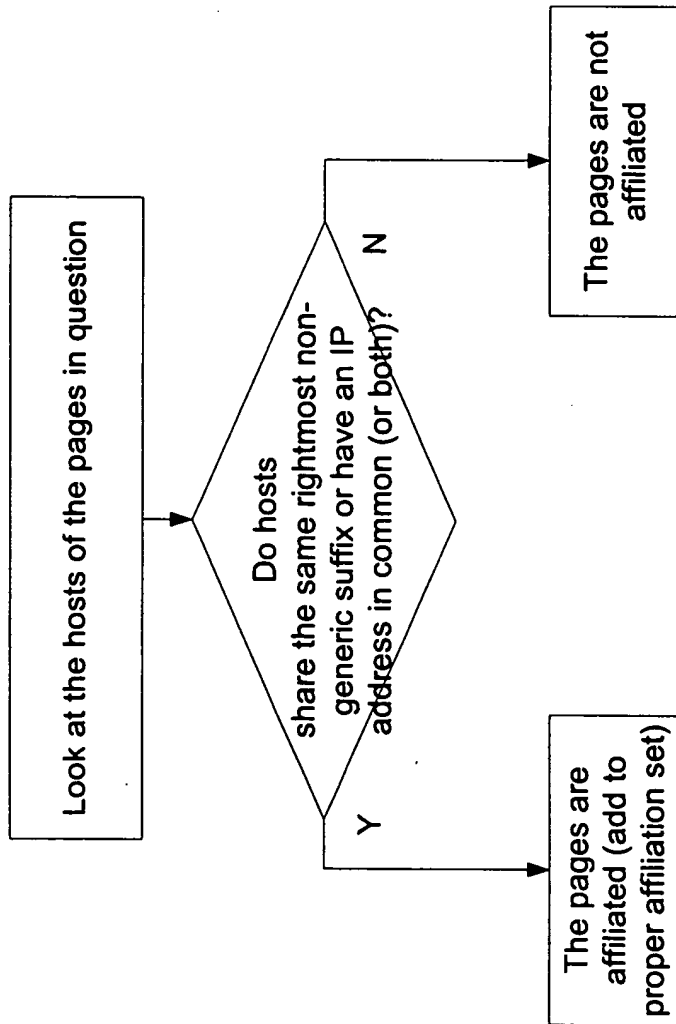
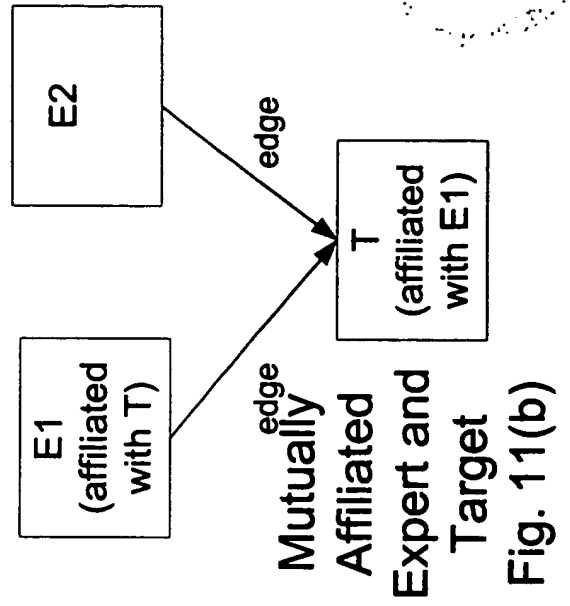
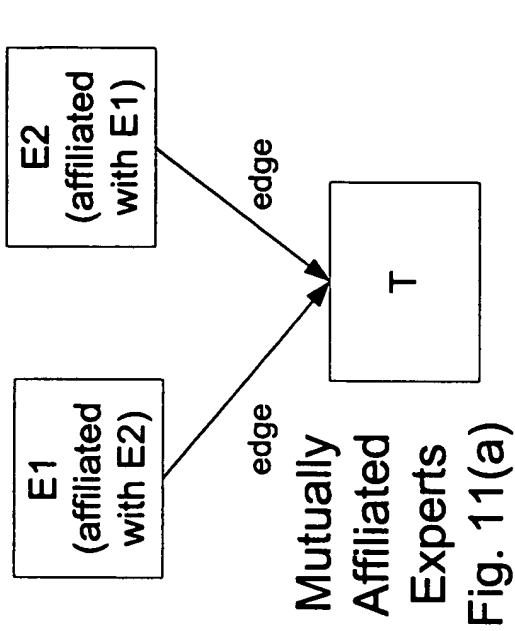
keyword	Expert page ID	Key phrase ID	Key phrase type	Offset of keyword within key phrase
1				
...
M				

Example Expert Reverse Index
Fig. 7





Target Ranking
Fig. 9



Determining if Two Pages are Affiliated
 Fig. 10